

Message Text

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TAGS: BEXP, FR, UK

SUBJECT: GLOBAL MARKET RESEARCH:AVIONICS AND AVIATION SUPPORT
EQUIPMENT

REF: STATE 151193, LONDON JULY 10 TRANSMITTAL OF STRATFORD
MID-TERM PROGRESS REPORT

1. GENERALLY PLEASED STRATFORD (ASA) MID-TERM REPORT.
FOLLOWING COMMENTS, KEYED TO REPORT OUTLINE, SHOULD PROVE
HELPFUL TO CONTRACTOR IN PREPARATION OF FINAL REPORTS.
FURTHER GUIDANCE WILL BE SENT AFTER ANALYSIS PILOT
SINGAPORE DRAFT (WHICH NOT YET DELIVERED HERE).

2. FRANCE 2.1; WELCOME INTELLIGENCE ON FRENCH INTEREST
IN COLLABORATIVE VENTURES WITH U.S. FIRMS, EXPRESSED BY
JACQUES VILLIERS, INGENIEUR GENERAL DE L'AVIATION CIVILE.
THIS INFO WILL BE MADE AVAILABLE TO POTENTIAL U.S.
COLLABORATORS. ASA WILL BE IDENTIFIED TO INQUIRING FIRMS,
BUT ASA ACCOMPANIMENT OF U.S. BUSINESS VISITORS INDEED
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BEYOND SCOPE ITS WORK FOR COMMERCE, AS REPORT SUGGESTS.

3. FRANCE 2.2: ACKNOWLEDGE NATIONALIST POLICY AND EUROPEANISM OF FRENCH OPINION POSE OBSTACLES TO U.S. MARKET PENETRATION. SOLICIT ASA RECOMMENDATIONS (IN FINAL REPORT) FOR SURMOUNTING THESE OBSTACLES.
4. FRANCE--EXCHANGE RATES: THERE TYPO ERROR IN 1970 FRANC EXCHANGE RATE SPEC APPENDIX A-1. SHOULD BE 5.55 REPEAT 5.55, SAME AS 1971, VICE 4.55.
5. FRANCE 4.0, INTERIM CONCLUSION: ACKNOWLEDGE LIKELIHOOD CONTINUED FRENCH SOURCING AVIATION SUPPORT EQUIPMENT, WITH GENERALIZED EXCEPTION NOTED. FINAL REPORT SHOULD, OF COURSE, ITEMIZE THE PARTICULAR EQUIPMENT WHICH IS EXCEPTIONAL IN TERMS OF SALES PROSPECTS, IN ACCORDANCE SPEC 3.23.02.
6. U.K. 3.0, EXHIBITIONS AND CONFERENCES: NOTE THAT SPEC 3.54 REQUIRES LISTINGS EVENTS FOR 1975 AND 1976 (MIDTERM REPORTS SHOWS ONLY 1974 AND 1975).
7. MUST EMPHASIZE THAT KNOWLEDGE OF EVEN COMMON AVIATION ABBREVIATIONS/ACRONYMS CANNOT BE TAKEN FOR GRANTED. IN EDITING REPORTS, WHERE DOUBT EXISTS AS TO NECESSITY PARENTHETICAL SPELLOUT OR EXPLANATION OF ABBREVIATION OR ACRONYM, STRATFORD CAN REFER TO GLOSSARY FURNISHED AT LOUGHLIN/MATTOX BRIEFING. ANY TERM OMITTED FROM GLOSSARY OR HAVING DIFFERENT SENSE IN BRITISH/ASA USAGE SHOULD BE EXPLAINED. V O R WILL PASS, BUT D V O R (REPORT P. 26), FOR EXAMPLE, NEEDS TO BE SPELLED OUT WHERE FIRST USED IN EACH COUNTRY STUDY. KISSINGER

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